

1   **WHAT IS CLAIMED IS:**

2       1. An advertisement campaign method for automated service system comprising  
3       the following acts:

4           (A) entering the preset transaction process; wherein when a user is using the  
5       automated service system for transaction, the automated service system provides preset  
6       processes;

7           (B) data input; wherein data is input according to the preset processes;

8           (C) data processing and transmission; wherein the automated service system  
9       processes the chosen preset process or sends it to a information center for further  
10      processing;

11           (D) linking and displaying advertisement; wherein the automated service system  
12      links an advertisement databank at step (C) so that the system is able to display the  
13      advertisement with a screen;

14           (E) accomplishing data processing and transfer; wherein after the data is processed,  
15      the advertisement display is selectively stopped and then the system returns the screen  
16      back to the transaction picture for another transaction or predetermined processes.

17       2. The method as claimed in claim 1, wherein the advertisement display is stopped  
18      immediately after the transaction is finished at step (E).

19       3. The method as claimed in claim 1, wherein the system returns the screen back to  
20      the transaction picture after advertisement display is finished.

21       4. The method as claimed in claim 1, wherein the advertisement linking step  
22      comprises:

23           (A) presetting advertisement file, wherein at least one advertisement is stored in a  
24           memory center;

25           (B) displaying advertisement, wherein the at least one advertisement is retrieved

1 from the memory center and displayed.

2 5. The method as claimed in claim 4, wherein the at least one advertisement has  
3 corresponding expiring date and invalid conditions and further has at least one fixed  
4 advertisement so as to replace the at least one advertisement if the corresponding  
5 expiring date and invalid conditions is the same as those predetermined in the system.

6 6. The method as claimed in claim 4, wherein the advertisement display is  
7 fixed-time, single-rotation, multiple advertisements change, each of the display lasts for  
8 a specific time period.

9 7. The method as claimed in claim 4, wherein the advertisement display is  
10 fixed-time, single rotation, sole advertisement play, each advertisement is played by  
11 turns during the data processing time period.

12 8. The method as claimed in claim 1, wherein the automatic service system is an  
13 automatic teller machine.

14 9. An advertisement linking method for automatic service system comprising the  
15 following acts:

16 (A) setup a communication mode; wherein the automatic service system has an  
17 isolated communication mode which is separate from the system and has a  
18 programmable part so that with the communication mode, the advertisement in a  
19 memory center is able to be edited;

20 (B) communication, comparison and update; wherein a data processing unit  
21 communicates with the communication mode and then, the programmable part  
22 compares and updates content of the advertisement for editing and then records every  
23 change so as to provide to the system.

24 10. The method as claimed in claim 9, wherein the content of comparison and  
25 update is the filename of an advertisement unit and a system edit unit inside the system.

1        11. The method as claimed in claim 9, wherein the automatic service system is an  
2        automatic teller machine.  
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